



Contact: Denise Stokes dstokes@visitfrisco.com
(214) 620-1703 M www.visitfrisco.com

Matthew Morak / FIREBALL RUN Civic Affairs Liaison
(818)-252-9629 M jrgovt@gmail.com

FIREBALL RUN ADVENTURE TRAVEL SERIES BRINGS RACE TO FIND MISSING CHILDREN TO FRISCO

(Frisco, Texas) January 8, 2014 ~ [FIREBALL RUN](#) America's Frontier, a cross between Reality TV, Road Rally and a trivia game has selected [Frisco, Texas](#) as the official starting line destination host for the 2014 season 8 live action series September 25-28.

Since 2007 FIREBALL RUN has been a gripping 8 day, 2000 mile, life-size trivia game, where America serves as the game board; part live event, part live streamed, and part episodic show series. Led by Frisco's Mayor Maher Maso, 40 celebrity, elected officials and C-Level Executives will form driving teams to compete for bragging rights and the greater cause of raising awareness for missing children. Maso says, "As a Green Flag city, we're going to really make an impression and pull out all the stops to help find missing children and have some fun along the way."

Although a trivia game, there is nothing trivial about FIREBALL RUN's message or results. Often referred to as "the most fun you will ever have, doing the most important thing you've ever done." Every driving team is assigned a missing child from their home town or region and drivers are tasked with distributing missing child posters. The effort annually distributes 65,000 posters across America and has aided in 42 child recoveries.

After the initial site visit, Executive Producer J. Sanchez said he was, "Very impressed." Sanchez continued, "Things that stand out - Frisco's home town pride and quality of life. In FIREBALL RUN, destinations like the participants assume a character role."

Driver's will spend three days in Frisco and are encouraged to spend \$250 in the communities they visit. A full day of host city activities will include challenge activities at local businesses and attractions in addition to celebratory events planned.

"We are the beginning of the adventure, and we are excited to share the story of our great destination," said Marla Roe, Frisco CVB Executive Director. Frisco is one of 8 destinations to have major focus in the series and is the only destination within Texas. The show has an audience of 1.7 million world-wide and elicited \$56 million in publicity for its host cities in 2013.

The public is encouraged to come out for cars, celebrities, events and to show community pride at Frisco Square September 25-28, 2014. Other locations are; Camden, AR., Ardmore, OK., Enid, OK., Bentonville, AR., St. Robert, MO., Columbia, MO., and finishing in Independence, MO.

NEWS

ABOUT THE FRISCO CVB:

Founded in 2003, the Frisco, Texas, Convention & Visitors Bureau has grown in tandem with the extensive growth of leisure travel, sports, and meeting facilities within the city. It's our mission to generate a positive awareness of Frisco as a premiere destination for meetings, sporting events, conventions, trade shows, leisure travel, and to positively impact the economic base of the City of Frisco. Official accreditation recognizing excellence and achievement was awarded in 2009 and 2013 by the industry organization Destination Marketing Association International. For more information, visit our website visitfrisco.com or call 877-GO-FRISCO.

ABOUT FIREBALL RUN:

The production is headquartered in Orlando, Florida with principal filming taking place within 14 locations across America. Last season's production elicited \$56 million in news media for host destinations and the series is viewed by a worldwide audience of 1.7 million. For more information visit www.fireballrun.com.

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